

A BLUEPRINT FOR SUCCESS

Making Critical Connections Throughout the Product Lifecycle

Bringing patients, healthcare professionals (HCPs), payers, and biopharmaceutical companies together and building strong relationships between them is crucial for the development and delivery of effective treatments. Follow the product lifecycle journey below to see critical milestones and key engagement tools necessary for success.

Key Areas of Focus

CLINICAL

MEDICAL

COMMERCIAL

CLINICAL

MEDICAL

Drug Discovery and Development

Development should reflect what patients need in the market right now and in the future. Take steps to understand the healthcare process and patient challenges, and how the treatment can improve health outcomes.



Patient Journey & Care Pathway Mapping:

Gather patient and HCP insights to visually represent healthcare journey experiences.

POTENTIAL SAVINGS:

\$100K–500K

In costly changes prevented by incorporating early patient feedback in clinical trial design.¹

Compliance

Keep patient privacy and trust at the core of every decision and action—demonstrated through safeguards like GDPR and HIPAA compliance and ISO and SOC 2® certifications.



Co-Creation Sessions:

Develop trial protocols and materials based on early meetings with patients and HCPs.

Clinical Trials: Planning

CLINICAL

MEDICAL

As part of your trial planning, proactively uncover and address barriers—medically and logistically—to understand what patients and HCPs need in order to support study success.

34%

of patients cite logistical issues, like transportation, as reasons for not participating in trials.²



Patient Surveys:

Collect feedback via in-trial surveys to gauge experience and course-correct or adjust protocol if needed.

CLINICAL

MEDICAL

Clinical Trials: During & After

Keep patients connected and informed by sharing educational materials and conducting regular check-ins as the trial progresses and at its conclusion. Share information with investigators and sponsors to ensure optimal trial execution.

30%

of patients believe open communication is the most crucial factor in feeling valued as trial partners.³

Match Patient Recruitment to Disease Demographics

At every phase of the product lifecycle, align patient recruitment with disease demographics, factoring in geography, ethnicity, experience, and socioeconomic backgrounds.



Empowering Educational Materials:

Incorporate feedback to ensure compliant and consistent patient and HCP engagement.

Consistent Communication

Ensure clear, concise language across all patient and HCP materials. Simplify complex scientific information to make it easy to understand and integrate into communications at every stage.

Pre-Launch and Launch

MEDICAL

COMMERCIAL

Critical phase: 12-18 months prior to product launch. Use this period to raise disease awareness, using clear, concise materials customized for both physicians and patients.



Mentorship and Testimonials:

Patients can share their personal healthcare experiences through videos, social media campaigns and peer to peer mentor programs, creating meaningful connections with other patients as trained mentors.

“Talking to a mentor helped me make the final decision to start taking a new medication.”

-Patient participant, immunology drug mentor program

COMMERCIAL

Commercial Promotion Post Launch

Authenticity and clarity are critical when sharing information about an approved product. Amplify your patients' authentic stories and incorporate them with succinct scientific information for both patients and HCPs.

Innovative Solutions Start Here

Stronger healthcare stakeholder relationships change everything. Reverba Global, a world-class tech-enabled health engagement company bridges the gap between patients, HCPs and biopharma—from discovery to clinical development through commercialization. A commitment to connecting science with real lives drives Reverba Global to make a meaningful impact in the biopharmaceutical industry.

Learn more about how Reverba Global can help your organization:

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1. <http://journals.sagepub.com/doi/full/10.1177/2168479016632271>

2. "Patient Survey on Clinical Trial Experience," Reverba Global/Health Stories Project

3. "Patient Survey on Clinical Trial Experience," Reverba Global/Health Stories Project